

## **Brett Clark** Consultant



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Brett Clark, APR, provides marketing, communication services and communications counsel for districts. Brett also assists school districts in the areas of shared leadership and strategic planning/visioning to improve student achievement. He also facilitates stakeholder engagement and is trained to facilitate the Interest Based Bargaining process.

Brett is the Director of Communications for Maine Township High School District 207. During his 20+ year career in education, he has worked for both K-12 and K-8 school districts, as well as for higher education institutions in both Illinois and Missouri. Brett has served as the Director of Marketing and Communications for CEC, Executive Director of Communications and Strategic Planning for Glenview School District 34, Public Relations Director at Ladue School District and Lead Public Relations Specialist for Parkway School District. During his education career, he also served as the Executive Director of Human Resources for Glenview School District 34.

Brett has been actively involved at both the state and national level in school public relations. He served as the president of the Illinois Chapter of the National School Public Relations Association. He also was elected to a three-year term on the 12-member National School Public Relations Association Board of Directors.

Brett has a journalism degree from the University of Illinois Urbana-Champaign and earned his Accredited Public Relations (APR) designation from the Universal Accreditation Board. He has had many published articles on communications and school public relations, including a chapter on community engagement in a book titled "Making Communication Work."

He also serves as an adjunct faculty member at Governors State University.

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